



General Assembly

Substitute Bill No. 6958

January Session, 2001

**AN ACT CONCERNING THE CONNECTICUT-GROWN PROGRAM AND
THE FARM WINE DEVELOPMENT COUNCIL.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. Section 22-38a of the general statutes is repealed and the
2 following is substituted in lieu thereof:

3 (a) The Commissioner of Agriculture shall establish and administer
4 a program to promote the marketing of farm products grown and
5 produced in Connecticut for the purpose of encouraging the
6 development of agriculture in the state.

7 (b) The commissioner may, within available appropriations, provide
8 a grant-in-aid to any person, firm, partnership or corporation engaged
9 in the promotion and marketing of such farm products, if such person,
10 firm, partnership or corporation incurs at least fifty per cent of the cost
11 of such promotion and marketing, provided the words
12 "CONNECTICUT-GROWN" [are] or the official Connecticut-Grown
13 logo adopted by the Department of Agriculture is clearly incorporated
14 in such promotional and marketing activities.

15 (c) The Department of Agriculture shall produce and distribute
16 advertisements that promote farm products produced or grown in the
17 state. Said advertisements may be in the form of broadcast, electronic
18 or print and may be placed in Connecticut or out-of-state markets.

19 (d) Any funds appropriated to this program may be used by the
20 commissioner to support agricultural exposition events organized by
21 the commissioner.

22 (e) The commissioner may adopt, in accordance with chapter 54,
23 such regulations as [he] the commissioner deems necessary to carry
24 out the purposes of this section.

25 Sec. 2. This act shall take effect July 1, 2001.

ENV *Joint Favorable C/R*

APP

APP *Joint Favorable Subst.*